The Fifth Estate

RADIO TELEVISION CABLE SATELLITE

Broadcasting/May 21

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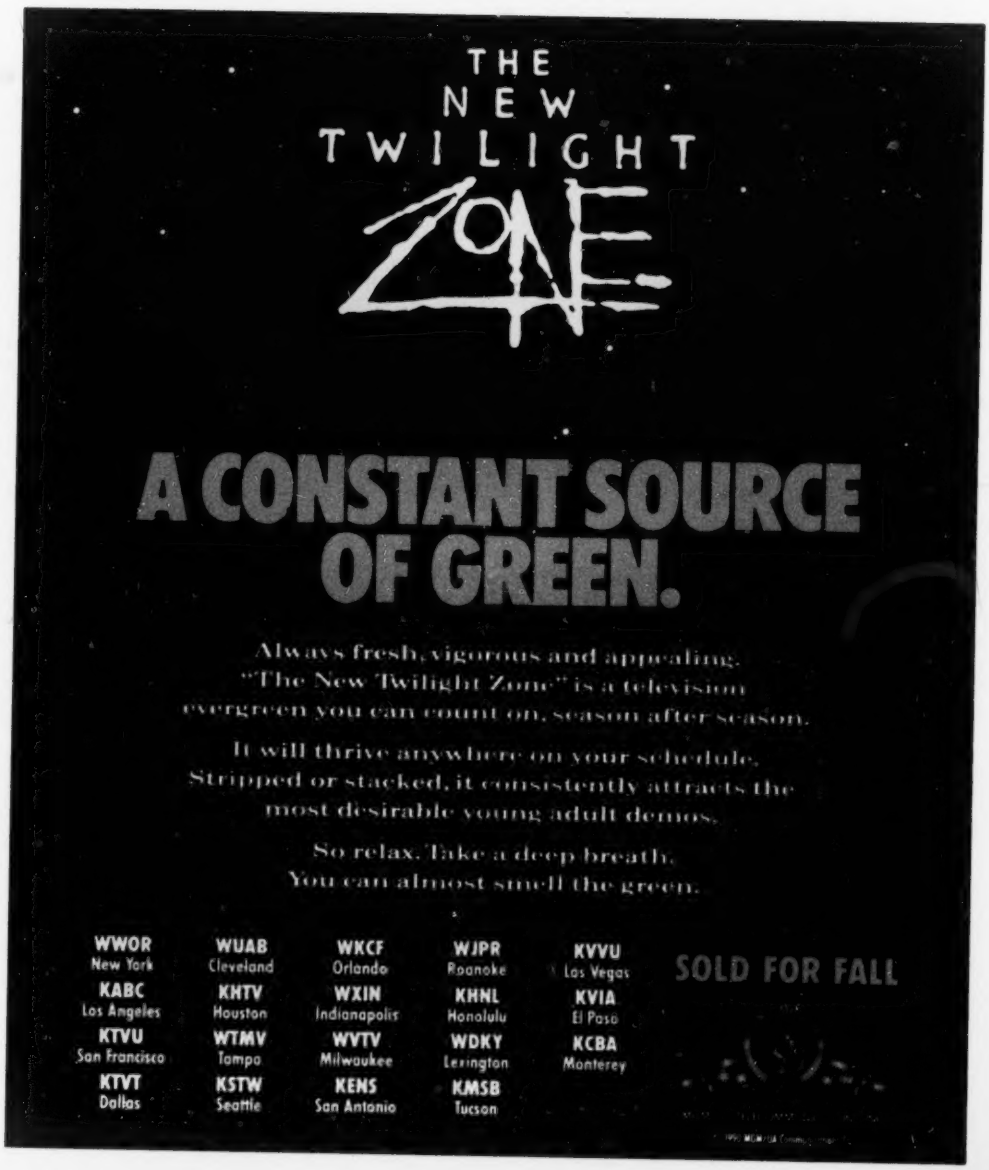
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WTMV Tampa
WVTV Milwaukee
WDKY Lexington
KCBA Monterey
KTVT Dallas
KSTW Seattle
KENS San Antonio
KMSB Tucson
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59th Year 1990

Dingell weighs into cable reregulation

Tiering: Second time around for cable

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Broadcasting May 21

Vol. 118 No. 21

27/ Dingell joins cable debate

Cable industry gets good news when House Commerce Committee Chairman John Dingell presents draft bill that appears to be far more moderate than anything under consideration in Senate.

30/ Upfront preview

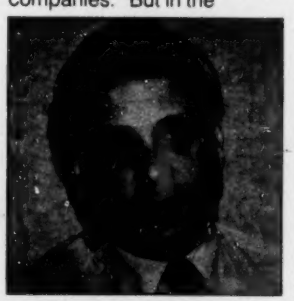
Nielsen's peoplemeter numbers are just one of many factors expected to play major part in upfront buying market, due to start in few weeks.

35/ Cable MSO's: Dividing to conquer

Most MSO's plan to offer some form of tiering, mainly lower cost broadcast packages, in reaction to reregulation talk in Washington. Also in this Special Report: Is interdiction key to tiering's future? (**PAGE 42**); U.S. interests are heavily represented in British cable franchise opportunities (**PAGE 44**); regional sports network, SportSouth Network, is ready to launch Aug. 29 (**PAGE 45**).

28/ FIGHT FOR CABLE

For past six months, NCTA President Jim Mooney has been leading battle on two fronts: Congress and telephone companies. "But in the



end," he says, "the only thing that counts is when some rule or some new law is actually put into effect."

32/ ABC RADIO REALIGNMENT

Capital Cities/ABC realigns marketing structure of ABC Radio Networks, effective January 1991, cutting number of its networks from seven to five and narrowing its focus to 25-54 and 18-34 listeners.

33/ PRIME TIME GAMES

ABC signs deal with King World and Merv Griffin Enterprises for prime time block of game shows—revived *Monopoly* and new *Super Jeopardy!*.

50/ NEW TOMORROW FOR 'TODAY'

NBC's *Today* show undergoes some alterations, both behind and before camera.

54/ 'TINY TOONS' FOR ADULTS

Warner Bros. Domestic Television Distribution to market *Tiny Toon Adventures* to adults in weekend early fringe and access.

54/ 'CANDID CAMERA' RETURNS

Candid Camera is set to return to TV as daily syndicated series in fall 1991.

55/ MORE 'BANDSTAND'

In midst of nation's appetite for nostalgia, dick clark

'American Bandstand'

productions plans return of *American Bandstand*.

60/ FM REQUEST

Broadcasting group led by NAB asks FCC to revisit short spacing of FM stations.

61/ SEASONAL BUDGETS

Radio stations in seasonal markets depend on good weather conditions to boost their budgets.

68/ K PRIME CHOOSES B-MAC

K Prime says it will use Scientific-Atlanta's B-MAC satellite transmission and encryption system to scramble its proposed DBS service.

70/ GILLETT RESTRUCTURING TALKS

George Gillett begins restructuring talks with major bondholders of Gillett Holdings Inc.

95/ OUTGOING CHAIRMAN

Although NewHouse Broadcasting's Robert Miron steps down as National Cable Television Association chairman this week, he won't be leaving scene. Rather, he'll continue lending his expertise to advancing industry.

DEPARTMENTS

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BY THE NUMBERS 1

CBS chalked up its first outright win of a prime time ratings week in almost two years last week (ending May 13).

It won with an 11.7/20, followed by NBC's 11.5/20 and ABC's 11/19. CBS's last outright win was for the week ending June 19, 1988. It tied for first once in 1989, the week of Dec. 12, when it aired the mini-series *Lonesome Dove*.

CBS finished first on two nights, Monday and Sunday, and second on three nights, Wednesday, Thursday and Friday. The network said that on

Monday nights, anchored by a two-hour comedy block, it has won six out of the last seven weeks.

While the network finished last on Tuesday, it said that "Beverly Hills Cop II," from 9 to 11 p.m., was the highest rated CBS Tuesday movie since Feb. 21, 1989. On Wednesday, *Jake and the Fatman*, coupled with a best of *Designing Women* special, won 9-11. At 8, an hour-long special, *Happy Birthday Bugs: 50 Looney Years*, scored a 9.4/16, almost 50% higher than what the network

"By the Numbers" continues on page 14.

FREEZE FRAMES: Syndication Scorecard*

Week ended May 6

Rank	Program (Syndicator)	Rtg	Stns	Covg	Rank	Program (Syndicator)	Rtg	Stns	Covg
1		13.1	233	99	11		5.3	172	97
2		11.9	221	99	12		5.0	194	99
3		10.2	235	98	13		4.8	178	96
4		8.3	181	97	13		4.8	184	93
5		8.2	204	98	15		4.7	137	88
5		8.2	217	99	15		4.7	162	92
7		7.8	195	97					
7		7.8	209	92		The following shows were rated, but not ranked			
9		7.3	179	93		Wrestling Network	6.5	175	93
10		5.7	230	99		World Wrestling Federation (WWF)	8.8	251	97

*Nielsen weekly pocketpiece

Source: Nielsen and Broadcasting's own research

Summary of Broadcasting & Cable

BROADCASTING

SERVICE	ON AIR	CPs	TOTAL

CABLE†

* Includes off-air licenses. † Penetration percentages are of TV household universe of 92.1 million. [1] Construction permit. [2] Instructional TV fixed service. [3] Studio-transmitter link. Source: Nielsen and Broadcasting's own research.

"By the Numbers" continues from page 12.

was averaging with midseason comedies in the time period.

CBS managed to win the week with only one regularly scheduled series placing among the top 20 for the week—*Knots Landing*, which finished 18th. Sunday movie *Shattered Dreams* was the network's highest rated program of the week; it finished seventh. The network also had two news shows in the top 20, *60 Minutes*, in 13th place, and a Connie Chung special, *Face to Face*, in 20th.

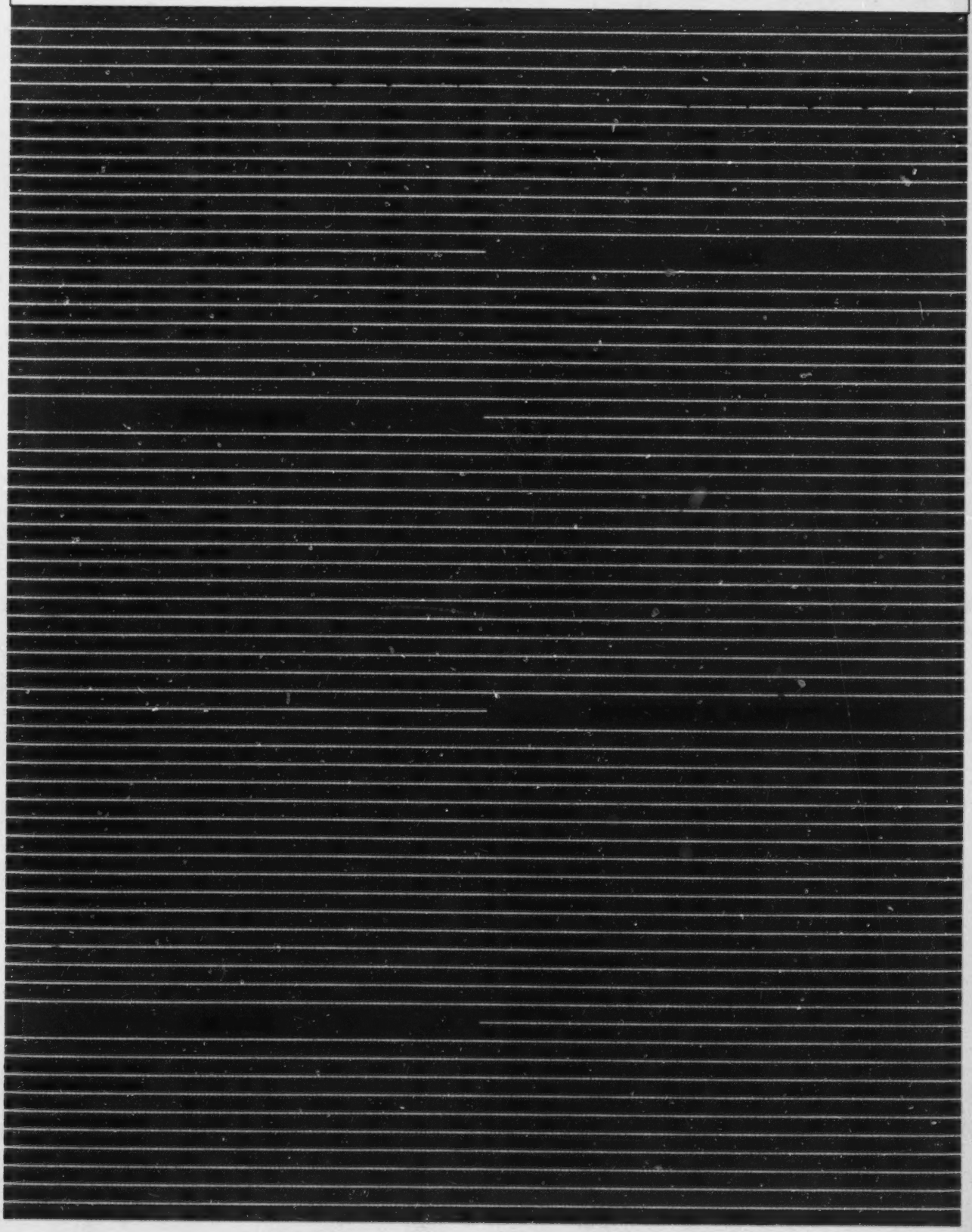
Focus On Finance

Some media stocks were able to piggyback on 3% gain of industrial average last week, but few reached new highs and most were still below month-ago prices. One stock hitting 52-week high was Financial News Network (FNNI), which climbed 17% on Tuesday, and closed Wednesday at 8⅞, up 20% for week. Several reasons were suggested for increase, including third-quarter financial results showing doubling of revenue, to $25 million, and earnings per share, to 10 cents. Company held analysts meeting prior week and indicated intention to sell half-interest in The Learning Channel. Rumors also spread last week suggesting stake in FFNI was being accumulated by King World Productions. Viacom released first-quarter results and gained 7% for week, to 48½. Tribune was up, perhaps because as net producer of newsprint, it stands alone among major newspaper publishers to gain from pending June 1 newsprint price increase. Multimedia continued to edge up last week, perhaps due to rumors suggesting company might announce capitalization, including special dividend, before 16% debentures are due to become cash paying on July 1. Gannett was up 5%, to 38⅝. Gannett Foundation announced last week it has selected Salomon Brothers to sell its 10% interest in company.

Stock Index Notes: T-Toronto, A-American, N-NYSE, O-NASDAQ. Bid prices and common A stock used unless otherwise noted. P/E ratios are based on earnings per share for the previous 12 months as published by Standard & Poor's or as obtained by Broadcasting's own research.

STOCK INDEX 1

STOCK INDEX 2



ways radio salespeople can accentuate radio's strengths in a media mix with other media, especially newspapers." Kansas City. Information: (212) 254-4800.

July 26—*USA Network* local ad sales/marketing seminar. Marriott Research Triangle Park, Morrisville, N.C. Information: Tracey Muhlfeld, (212) 408-9170.

July 26-28—*Louisiana Association of Broadcasters* radio and television management session. Hyatt Regency, New Orleans. Information: (504) 383-7486.

July 27-29—*Radio Advertising Bureau* sales university, designed for salespeople with fewer than two years' sales experience. Milwaukee. Information: (212) 254-4800.

July 28—"The Drought and the Rest of Our Environment," seminar sponsored by *Associated Press Television-Radio Association of California-Nevada*. KEYT-TV Santa Barbara, Calif. Information: Rachel Ambrose, (213) 746-1200.

July 29-Aug. 1—*New England Cable Television Association* annual convention and exhibition. Newport Marriott and Sheraton Islander hotels, Newport, R.I. Information: (617) 843-3418.

August

■ **Aug. 1-3**—*Michigan Cable Television Association* annual summer meeting. Grand Traverse Resort, Traverse City, Mich. Information: (517) 482-2622.

Aug. 1-5—*National Association of Black Journalists* 15th annual convention. Theme: "Words and Images: Challenges for the Future." Century Plaza hotel, Los Angeles. Information: (703) 648-1270.

Aug. 2-4—*Michigan Association of Broadcasters* annual convention and awards banquet. Shanty Creek, Bellaire, Mich. Information: (517) 484-7444.

Aug. 11-14—*Georgia Association of Broadcasters* annual convention. Jekyll Island, Ga. Information: (404) 993-2200.

Aug. 12-14—*North Carolina CATV Association* and *South Carolina Cable Association* joint annual meeting. Radisson Resort, Myrtle Beach, S.C. Information: (919) 821-4711.

Aug. 12-14—*Arkansas Broadcasters Association* annual convention. Hot Springs Park Hilton, Hot Springs, Ark.

■ **Aug. 15**—Deadline for nominations for Women at Work broadcast awards for news and entertainment programs about working women that encourage greater recognition of women workers through accurate portrayals of their lives, sponsored by *National Commission on Working Women*. Information: (202) 737-5764.

Aug. 16—*Radio Advertising Bureau* regional sales training workshop, "dramatizing radio's competitive advantages against other media, and ways radio salespeople can accentuate radio's strengths in a media mix with other media, especially newspapers." Portland, Ore. Information: (212) 254-4800.

Aug. 17-19—*Radio Advertising Bureau* sales university, designed for salespeople with fewer than two years' sales experience. San Diego. Information: (212) 254-4800.

Aug. 23-25—*West Virginia Broadcasters Association* 44th annual fall meeting. Greenbrier, White Sulphur Springs, W.Va.

Aug. 26-28—*Nebraska Broadcasters Association* annual convention. Holiday Inn, North Platte, Neb. Information: (402) 333-3034.

Aug. 26-31—"Ethics in Broadcast News," seminar sponsored by *Poynter Institute for Media Studies*. Poynter Institute, St. Petersburg, Fla. Information: (813) 821-9494.

"Datebook" continues on page 82.

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Broadcasting □ Cable Yearbook

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C1750-1

The Fifth Estate

RADIO TELEVISION CABLE SATELLITE

Broadcasting May 28

The Only "Hit List"
This Family Is On
Is Nielsen's.

FULL HOUSE

M/B
Miller·Boyett
PRODUCTIONS

100 Half Hours Available for Fall '91-'92

WB
WARNER BROS.
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59th Year 1990

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Two out of three

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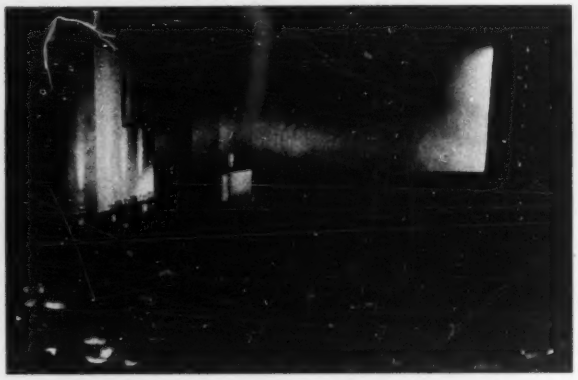
Broadcasting May 28

Vol. 118 No. 22

27/ Cable sets national agenda in Atlanta

National Cable Television Association holds its annual meeting in Atlanta under banner "Vision for the



'90's: The National Agenda." Wall Street smiles on industry, and FCC commissioners distance themselves from tougher cable regulation stance of Chairman Sikes (**PAGE 27**). Cable executives agree that attention to customer service and technological improvements will help industry grow (**PAGE 35**). TCI President John Malone says he would accept limited federal cable regulation if it does not violate constitutional rights of cable operators (**PAGE 36**). HA! picks up affiliates and The Comedy Channel concentrates on programing at convention exhibit (**PAGE 38**). Christian Science Monitor introduces its latest foray into cable—The Monitor Channel (**PAGE 40**). Basic cable networks emphasize local programing (**PAGE 41**).

32/ Sweeps squeaker

NBC tops CBS by a touch in tightest sweeps race in years.

33/ CAPITAL NEWS

Fifth Estate prepares to cover U.S.-Soviet summit in Washington.

34/ CBS GRABS BASKETBALL

CBS signs up ACC for $1.9 million, one-year rights deal and extends exclusive Big East deal through 1995 to tune of $20 million.

46/ COMSAT SIGNS BURNS

Bryan Burns leaves Major League Baseball for Comsat Video Enterprises, TV distribution division of Communications Satellite Corp.

50/ ABC, NBC FALL SCHEDULES

Two networks unveil next fall's prime time hopefuls. NBC heavies up on sitcoms; ABC gets credit for taking some risks.

NBC's 'Hull Street High'

56/ 'PARTY' WINDING DOWN?

Disappointing numbers for NBC-Group W's 'House Party' leaves future of show in doubt.

58/ WHO GETS WHAT IN THE FIFTH ESTATE

BROADCASTING surveys salaries of some of the top executives in the Fifth Estate.

60/ CHANGES AT RADIO NETWORKS

Four radio networks restructure their respective sales efforts to help carve out greater piece of advertising pie and compete with other broadcast media.

66/ 'INFOMERCIAL' STANDARDS

During congressional hearing on program-length commercials, FTC says it is taking action against some of more questionable ones; some call for on-screen labeling of them as paid ads, others say there should be industry-wide standards to protect consumers.

66/ ENCOURAGING WORD

Chief Justice Rehnquist gives tacit approval to Representative Kastenmeier's effort to open federal courts to cameras and microphones.

68/ 'NIGHTLINE,' 'MACNEIL/LEHRER' ON SPOT

Watchdog group, Fairness and Accuracy in Reporting, criticizes both shows mainly for their predominantly white male conservative guest lists.

87/ HOOKED ON RADIO

Lynn Christian, NAB's senior vice president, radio, is an enthusiastic and energetic supporter of the medium.

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BY THE NUMBERS 1

While NBC won the week in prime time (ending May 20), the season finale of ABC's *America's Funniest Home Videos* took the top spot in the program rankings for the week, with a 24.5/40 on Sunday at 8:30 p.m.

ABC won Tuesday, Friday and Sunday nights, but fell two-tenths of a rating point shy of NBC in the weekly totals: NBC, 11.7/21; ABC, 11.5/20, and CBS, 11.2/20.

But among adults 18-49, ABC was first. With women 18-49, ABC averaged an 8.6 rating, followed by NBC and CBS, which tied with a 7. With men 18-49, ABC was first with an average 5.9, while the other two networks were tied with a 5.2.

In the evening news race, ABC was first with a 9.6/20 household rating, followed by CBS, 8.5/18, and NBC, 8.3/18.

On Fox, the hit show *The Simpsons* was off its typical mid-teens rating mark, dropping to an 11.3/17 on Sunday (May 20) at 8:30, which easily beat an NBC News special, but finished well behind CBS's *Murder, She Wrote*, and *Videos* on

RATINGS ROUNDUP

Week 34 □ May 14–May 20

Rank	Rating	Network	Show
1	25.2/40	A	*Amer. Funniest Videos*
2	18.9/31	N	*Cheers*
3	17.7/28		*Roseanne*
4	17.4/31	N	*Cosby*
5	17.1/28	N	*A Different World*
6	16.8/27	C	*Murphy Brown*
7	16.7/26	C	*Designing Women*
8	16.5/27	N	*Sunday Movie: Perry Mason*
9	16.0/27	N	*L.A. Law*
10	15.8/31	C	*60 Minutes*
11	15.6/25	N	*Wings*
12	15.4/27	N	*Unsolved Mysteries*
13	14.7/26	A	*Sunday Movie: Truly Cole*
13	14.7/26	C	*Kevin Landing*
15	14.6/	N	*Golden Girls*
16	14.3/24	A	*Growing Pains Spec.*
17	14.1/22	C	*Murder, She Wrote*
17	14.1/23	N	*Night Court*
17	14.1/25	A	*Wonder Years Spec.*
20	14.0/23	A	*Movie: Columbo*
21	13.8/24	C	*Rescue: 911*
22	13.8/22	A	*Coach*
23	13.7/24	C	*Newhart*
24	13.6/25	C	*Major Dad*
25	13.1/22	A	*Doogie Howser, M.D.*
26	13.0/22	N	*Evening Jubilee*
27	12.9/20	F	*Married...With Children*
28	12.6/25	N	*Bob Hope: USO*
29	12.1/22	F	*Face to Face w/ C. Chung*
29	12.1/22	A	*Who's the Boss?*
31	12.4/21	A	*Doogie Howser, M.D. Spec.*
32	12.0/20	C	*Movie: Three Moms*
33	11.9/20	A	*Full House*
33	11.9/20	N	*Midnight Caller*
35	11.8/22	C	*Friday Movie: Green Ice*
36	11.6/19	C	*Sunday Movie: Bad Images*
37	11.3/17	F	*Simpsons*
38	10.9/17	N	*Fear of the Night*
39	10.9/19	A	*Anonymous*
40	10.6/21	A	*Family Matters*
40	10.6/17	A	*Twin Peaks*
42	10.5/1	N	*Movie: People, Pt.2*
43	10.4/19	A	*Young Riders Spec.*
44	10.3/18	A	*Equal Justice*
45	10.2/18		*Perfect Strangers*
46	10.1/17	A	*Brewster Place*
46	10.1/18	C	*48 Hours*
48	10.1/19	A	*20/20*
49	10.0/22	N	*Unsolved Mysteries Spec.*
50	9.9/18	A	*Blackbird*
51	9.7/17	N	*Matlock*
52	9.5/17	C	*Movie Spec.: Manchurian Candidate*
53	9.5/17	A	*Just for Us of Us*
54	9.5/18	N	*Many Boys*
55	9.3/15	C	*Falcon Crest*
55	9.3/16	C	*Jake and the Fatman*
57	9.4/12	A	*Primetime Live*
57	9.4/16	N	*Shannon's Deal Spec.*
59	8.8/14	A	*Father Dowling*
60	8.0/16	A	*Movie Spec.: Ryan White*
61	7.9/16	N	*Amen*
62	7.7/17	F	*CopsNew Orleans*
62	7.7/15	N	*Super Bloopers*
64	7.4/12	F	*Open House*
65	7.2/14	C	*Sat. with C. Chung*
66	7.0/14	C	*Garfield Spec.*
66	7.0/15	C	*Falcon*
68	6.9/13	F	*Totally Hidden Video*
69	6.9/11	F	*America's Most Wanted*
69	6.7/16	N	*23 Jump*
71	6.5/13	C	*Small Talk*
72	6.5/11	N	*Working Girl*
73	6.4/12	A	*Life Goes On*
74	6.2/12	F	*In Living Color*
75	6.0/11	C	*Son Of Dun*
76	5.7/9	N	*News Spec.: Express*
77	5.7/11	N	*Back to Home*
78	5.6/	A	*21 Jump Street*
79	5.5/	A	*Alien Nation*
80	5.5/9	F	*Howard Wolf Show*
81	5.2/9	N	*Head of the Class Spec.*
82	4.9/8	F	*Totally Ultimate*
83	4.8/8	A	*Beaker*
84	4.8/8	A	*Bloopers*

FREEZE FRAMES: Syndication Scorecard*

Week ended May 13

Rank	Program	Syndicator	Rtg	Stns	Cov%
1	[illegible]		12.6	232	98
2	[illegible]		11.5	221	99
3	[illegible]		9.8	235	98
4	[illegible]		9.3	217	99
5	[illegible]		8.1	209	92
6	[illegible]		8.0	195	97
7	[illegible]		8.0	180	97
8	Cosby Show		7.9	204	98
9	[illegible]		7.3	179	93
10	Orgazmo Mutmeds		6.0	231	99
11	[illegible]		5.7	195	99
12	[illegible]		5.2	172	97
13	[illegible]		5.0	178	91
14	[illegible]		4.9	185	93
15	[illegible]		4.8	141	90
15	[illegible]		4.8	89	79

The following shows were rated, but not ranked

	[illegible]		5.6	170	94
	World Wrestling Federation	WWF	8.5	251	97

*Nielsen weekly pocketpiece

Source: Nielsen and Broadcasting's own research

Summary of Broadcasting & Cable

BROADCASTING

SERVICE	ON AIR	CPs	TOTAL*

CABLE†

* Includes off-air licenses. † Penetration percentages are of TV household universe of 92.1 million. [1] Construction permit. [2] Instructional TV fixed service. [3] Studio-transmitter link. Source: Nielsen and Broadcasting's own research.

ABC. At 9 p.m., Fox's *Married...with Children* finished third in network competition, beating the first half-hour of the *CBS Sunday Night Movie*, but losing to movies on ABC and NBC.

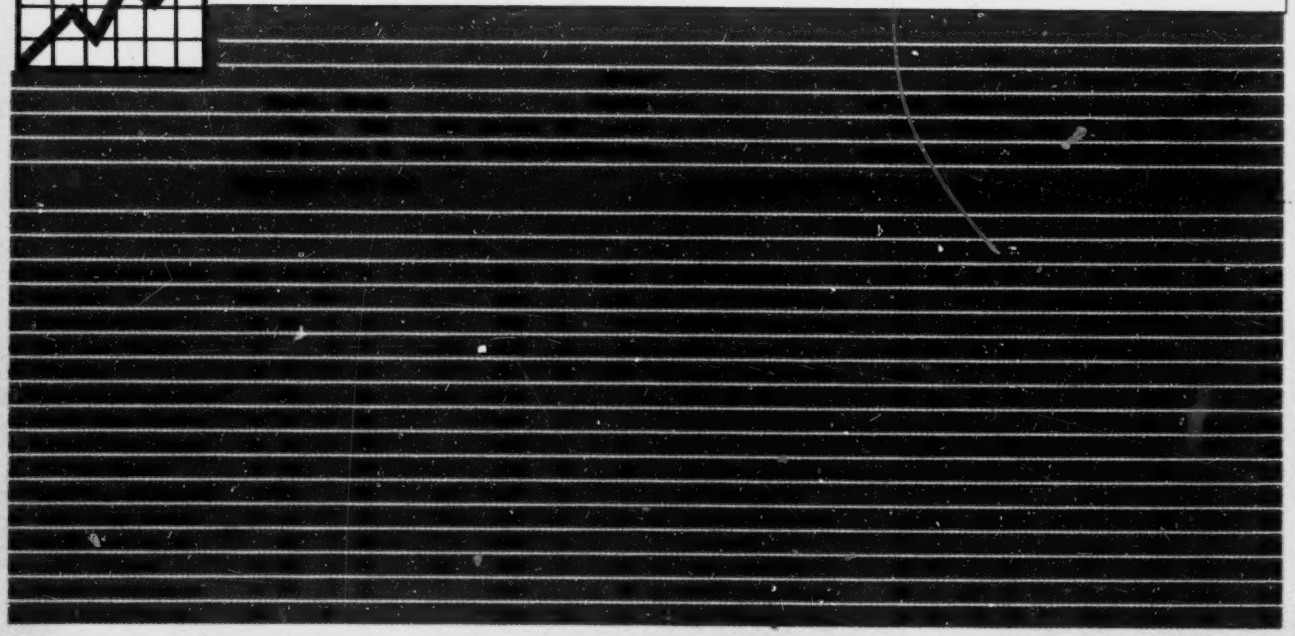
ABC's critically praised *Twin Peaks* came in second on Thursday (May 17), beating CBS's *Falcon Crest* but losing to *Wings* on NBC. ABC has renewed the show for next season.

Focus On Finance

Those trying to spot bottom of cable stock plunge probably had missed it by last week. MSO stocks rose sharply beginning prior Friday, apparently on news that House cable bill appeared less onerous than Senate version (BROADCASTING, May 21). Sampling of MSO gains found best performance among highly leveraged operators, such as Adelphia, up 35%; Comcast, up 23%, and Cablevision Systems, up 17%, all compared to prior Wednesday. Other MSO gains included TCI, up 13%, and ATC, up 9%. Despite gains, most were still trading below levels of only two or three months ago. It was difficult to find losers last week, although some publisher/group owner stocks slipped, including Pulitzer, Multimedia, Park and Lee, probably on continuing reports of flat or weak advertising revenue. Jacor was trading near 52-week low, despite news that 5% position in company was bought by Marvin Kosofsky, chairman of Mineola, N.Y.-based group owner, Universal Broadcasting Corp. Clear Channel Communications continued to gain, up 9% to 15¾, and Telemundo was also up, 10%, to 6¾. Among those apparently benefiting from last week's MSO gains were cable suppliers, both equipment and programing. QVC Networks was up 20%, to 12⅞, while Turner Broadcasting System gained 9%, to 50. On hardware side, General Instrument climbed 5%, to 35⅛, while Scientific Atlanta was up 8%, to 26¾.

Stock Index Notes: T-Toronto, A-American, N-NYSE, O-NASDAQ. Bid prices and common A stock used unless otherwise noted. P/E ratios are based on earnings per share for the previous 12 months as published by Standard & Poor's or as obtained by Broadcasting's own research.

STOCK INDEX 1



STOCK INDEX 2

PROGRAMING

		Closing Wed May 23	Closing Wed May 16	Net Change	Percent Change	P/E Ratio	Market Capitalization ($000,000)
O	(MMEDC) Multimedia	80 1/2	81 1/8	- 5/8	- 00.77	24	910
A	(NYTA) New York Times	23 7/8	22 3/4	1 1/8	04.94	7	1,863
N	(NWS) News Corp. Ltd.	15 1/2	15 5/8	- 1/8	- 00.80	6	4,161
O	(PARC) Park Commun.	20 3/4	20 3/4		00.00	22	429
O	(PLTZ) Pulitzer Publishing	25 3/4	25 1/2	1/4	00.98	8	269
O	(RTRSY) Reuters Ltd.	58 1/2	58	1/2	00.86	27	26,574
O	(STAUF) Stauffer Commun.	146	146		00.00	49	146
N	(TMC) Times Mirror	32 1/4	31 5/8	5/8	01.97	14	4,167
O	(TMCI) TM Communications	3/16	3/16		00.00	-1	1
N	(TRB) Tribune	43 7/8	43	7/8	02.03	13	3,099
A	(TBSA) Turner Bcstg. 'A'	50	45 7/8	4 1/8	08.99	-64	2,478
A	(TBSB) Turner Bcstg. 'B'	48 1/4	44 7/8	3 3/8	07.52	-62	1,293
N	(WPO) Washington Post	264 1/2	251 3/4	12 3/4	05.06	17	3,337

SERVICE

		Closing Wed May 23	Closing Wed May 16	Net Change	Percent Change	P/E Ratio	Market Capitalization ($000,000)
O	(ADRPC) Andrews Group	2 7/8	2 7/8		00.00	-2	26
O	(BSBN) Barnes & Noble	13 3/8	13 1/2	- 1/8	- 00.92	28	188
N	(CQ) Comsat	34 1/2	33 3/8	1 1/8	03.37	9	575
N	(DNB) Dun & Bradstreet	47 1/4	45 7/8	1 3/8	02.99	15	8,748
N	(FCB) Foote Cone & B.	29 5/8	30	- 3/8	- 01.25	15	316
O	(GREY) Grey Advertising	180	180		00.00	15	183
O	(IDBX) IDB Communications	9 1/4	8 7/8	3/8	04.22	25	45
N	(IPG) Interpublic Group	32 3/4	30 5/8	2 1/8	06.93	15	1,132
O	(OMCM) Omnicom Group	25 3/8	25 3/8		00.00	14	665

CABLE

		Closing Wed May 23	Closing Wed May 16	Net Change	Percent Change	P/E Ratio	Market Capitalization ($000,000)
A	(ATN) Acton Corp.	11 1/8	11 1/8		00.00	2	17
O	(ATCMA) Am. TV & Comm.	38	34 3/4	3 1/4	09.35	40	4,142
O	(CTEX) C-Tec Corp.	20 1/2	19 1/4	1 1/4	06.49	341	349
A	(CVC) Cablevision Sys. 'A'	29 1/4	25	4 1/4	17.00	-4	647
A	(CTY) Century Comm.	8 7/8	7 5/8	1 1/4	16.39	-8	579
O	(CMCSA) Comcast	14 1/2	11 3/4	2 3/4	23.40	-10	1,627
A	(FAL) Falcon Cable Systems	15 1/2	14 3/8	1 1/8	07.82	-20	99
O	(JOIN) Jones Intercable	9 7/8	8 3/8	1 1/2	17.91	-4	122
N	(KRI) Knight-Ridder	49 1/8	48 7/8	1/4	00.51	10	2,527
T	(RCLA) Rogers Commun. 'A'	11	12 1/4	- 1 1/4	- 10.30	-19	389
T	(RCI.B) Rogers Commun. 'B'	8	8 1/4	- 1/4	- 03.30	-13	577
O	(TCAT) TCA Cable TV	15	14 3/4	1/4	01.69	40	383
O	(TCCB.A) Tele-Commun.	15 1/2	13 3/4	1 3/4	12.72	-21	5,469
N	(TWX) Time Warner	100 1/8	95 7/8	4 1/4	04.43	-23	6,440
O	(UAECA) United Art. Ent. A	15 1/8	12 3/4	2 3/8	18.62	-8	2,106
O	(UAECB) United Art. Ent. B	15 1/4	13 3/8	1 7/8	14.01	-8	1,018
N	(VIA) Viacom	52	48 1/2	3 1/2	07.21	24	2,775

EQUIPMENT & MANUFACTURING

		Closing Wed May 23	Closing Wed May 16	Net Change	Percent Change	P/E Ratio	Market Capitalization ($000,000)
N	(AVN) Avnet	82 3/4	83 5/8	- 7/8	- 01.04	14	18,425
N	(ARV) Arvin Industries	17 3/4	16 3/8	1 3/8	08.39	32	333
O	(CCBL) C-Cor Electronics	12 1/2	12	1/2	04.16	10	53
N	(CHY) Cheyron	1 5/8	1 3/4	- 1/8	- 07.14	-9	18
A	(COH) Cohu	11 1/4	10 1/2	3/4	07.14	8	21
N	(EK) Eastman Kodak	40 5/8	40 3/8	1/4	00.61	24	13,185
N	(GRL) Gen. Instrument	35 1/8	31 3/8	1 3/4	05.24	10	966
N	(HPS) Harris Corp.	34 1/8	35 1/4	- 5/8	- 01.77	35	1,385
N	(IV) Mark IV Indus.	12 7/8	12 3/4	1/8	00.98	3	181
O	(MATT) Matthews Equip.	1 7/8	1 7/8		00.00	93	11
O	(MCDY) Microdyne	4	3 7/8	1/8	03.22	133	16
O	(MCOM) Midwest Commun.	3 1/2	3 1/4	1/4	07.69	10	16
N	(MOT) Motorola	80	74 1/8	5 7/8	07.92	20	10,432
A	(PPI) Pico Products	1 1/4	1 1/8	1/8	11.11	-1	4
N	(SFA) Scientific-Atlanta	26 3/4	24 3/4	2	08.08	15	592
N	(SNE) Sony Corp.	57 5/8	56 3/4	7/8	01.54	25	16,284
N	(TEK) Tektronix	13 3/4	12 5/8	1 1/8	08.91	-13	396
N	(VAR) Varian Assoc.	27 1/8	27	1/8	00.46	18	516
O	(WGNR) Wegener	1 3/8	1 3/8	00.00	10	9	
N	(WX) Westinghouse	34 3/4	74	- 39 1/4	- 53.04	5	5,029
N	(ZE) Zenith*	9 3/8	9 1/2	- 1/8	- 01.31	-14	250

*Split 2-for-1 - May 22

	Standard & Poor's 400	419.32	411.52	7.8		1.9	

Open Mike

Why not pay per program?

EDITOR: I read with interest the paragraph headed "What's in a Name?" (BROADCASTING, April 30, page 48). "Pay Per View" is certainly a misnomer. "Pay For Viewing" would have been perhaps more meaningful. Suggestions such as "Closed Circuit at Home" or "Video On Demand" are too clumsy to consider.

Hollywood producers, the networks, Home Box Office and Showtime, to mention the major ones, are in the business of producing, distributing and selling programs. When we go to movie theaters we pay for admission to watch those programs. When we watch TV we are either getting some of the programs over the air for free or are being charged for individual scrambled programs. In the latter case it is "Pay Per Program"—the most correct, most logical, self-explanatory term.

When testifying on behalf of Teleglobe Pay-TV System Inc. in hearings for authorization of subscription television before the House of Representatives Committee on Interstate and Foreign Commerce on Jan. 21, 1958, I stated inter alia: "The Teleglobe method of collection is simplicity itself. Central box offices of the Teleglobe Pay-TV subscription network will handle billings by mail, either on a flat monthly fee or on a 'per program' basis."

In a memorandum to the FCC dated Sept. 16, 1957 (Docket No. 11279), I stated: "The central switchboard or central box office could record either a flat monthly charge for each subscriber, or, if it were deemed desirable, could adjust the charges for each individual program, thereby allowing higher rated charges for the more expensive programs and lower rates for sports events, educational programs and other types of programs. Under such an arrangement, the central switchboard or central box office would be able to provide separation of payments between producers of programs, promoters of sports events, educational institutions, the television station and the operating company."

I may thus humbly claim to have originated the concept of and the term "Pay Per Program."—*Solomon Sagall, president, Teleglobe Pay-TV System Inc., New York*

ALJ advice

EDITOR: Speaking as a member of the public as well as a former FCC administrative law judge who presided over comparative hearings, I heartily applaud the commission's efforts to expedite the comparative hearing process and thereby revitalize the public interest standard. In carrying out this objective I would urge that the greatest care be exercised in the determination of the items to be considered "legitimate and prudent expenses." Certainly, self-serving statements should not suffice even though superficially appearing to be sufficient. Before authorizing payment, the claimed expenses should be justified on a fully developed record at a hearing before an administrative law judge who will make findings as to the legitimacy and prudence of the expenditures.—*Reuben Lozner, Chevy Chase, Md.*

Henson remembered

EDITOR: I would like to offer my own recollections of the late Jim Henson. Henson was brought to WRC-TV Washington by Jim Kovach, program manager, who had seen him and Jane perform in Baltimore (the couple wasn't yet married). The year was 1955.

Their show was performed live, following a brief news program broadcast at 1 p.m., in the main studio. Since I was doing the news show, I saw them each day as I came into the studio. I witnessed two dedicated, professional puppeteers (even at age 18), particular about each detail, careful of lighting, respectful of movement, insightful of the effect of their creation on black-and-white home television sets.

Each day, after my three minutes on camera, I stayed for a while to enjoy the skill and energy of this uniquely talented couple as they brought their inanimate friends to life. Jim and Jane spoke softly as they rehearsed that day's performance of "Sam and Friends," cloth characters who would become world famous as Kermit, Yorick, Sam and Harry. (The Cookie Monster and Miss Piggy would come to life later.) Kermit was a frog simply because Jim's mother gave him a discarded green coat. If the coat had been brown, Kermit might have been a cuddly bear.

That local television news program may have been historic, as the first of the midday news briefs. But for me it was a ringside seat at what became the greatest show on earth, the happy result of the fertile, creative mind of a unique, gentle man and the woman who would work with him and be the mother of their five children.—*Russ Tornabene, Midwest director, Executive Television Workshop; he is based in Evanston, Ill.*

□

EDITOR: On May 16, Jim Henson died. This day will forever be remembered as a sad day for the world. Jim Henson, at 53, gave children, parents, caretakers and professionals who care about children the miracle of an imagination and talent unparalleled in the media. This genius was infused with the honest and sincere appreciation for the integrity of all children and the child in us all. We love him and miss him but we will not forget him.—*Karen Jaffe, executive director, KIDSNET, Washington*

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Broadcasting

incorporating

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Who gets how much in the Fifth Estate

Time Warner Co-Chairman Steven Ross made $34.2 million in 1989, putting him at the top of BROADCASTING's sampling of Fifth Estate salaries, followed by Disney's Michael Eisner at $9,589,360.

On the network side, CBS President and Chief Executive Officer Larry Tisch made $1,325,866, while Capital Cities/ABC Chairman Thomas Murphy made $1,081,132.

Time Warner's Ross

Viacom's Biondi

Among the highest compensated in the group owner category are Ward L. Huey, vice chairman and president, A.H. Belo Broadcasting (five TV's), at $526,574; Ken J. Elkins, senior VP, broadcasting, Pulitzer Publishing (one AM, one FM and seven TV's), at $446,037, and Michael A. Wiener, chairman, Infinity Broadcasting (six AM's and 11 FM's), at $411,500.

Cash compensation for executives includes salary and various types of bonuses given out to executives who meet performance goals, but does not include the exercise of stock options, which typically allow an executive to purchase stock at any time during a period of years at a set price.

Multimedia saw at least two multimillion-dollar stock options in 1989. President and Chief Operating Officer Jim Lynagh and cable division president, Donald Sbarra, exercised stock options worth (the difference between market value and exercise price) $7.1 million and $7.6 million respectively—during 1989 Lynagh was president of Multimedia Broadcasting.

Company	*1989 Title*	*Cash Compensation*
Ackerley Communications		
Barry Ackerley	Chairman/CEO	$308,000
A.H. Belo		
Ward L. Huey	Vice Chairman/President, broadcasting	$526,574
All American Television		
George Back	President	$241,000
Joseph Kovacs	Executive VP	$156,000
Burnham Broadcasting		
Peter Desnoes	Managing General Partner	$202,645
William Fyfe	President/GM, WLUK-TV Green Bay	$142,849
Philip Nye	President/GM, WVUE-TV New Orleans	$126,680
Michael Rosenberg	President/GM, KHON-TV Honolulu	$123,582
CBS		
Laurence Tisch	President/CEO	$1,325,866
Howard Stringer	President, CBS/Broadcast Group	$875,769
Thomas F. Leahy	President, CBS Marketing Division	$777,248
Neal H. Pilson	President, CBS Sports	$624,441
Capital Cities/ABC		
Thomas S. Murphy	Chairman/CEO	$1,089,132
Daniel B. Burke	President/COO	$1,042,507
John B. Sias	Executive VP/President, ABC-TV Network	$883,132
Michael Mallardi	Senior VP/President, Broadcast Group	$753,314
Century Communications Corp.		
Leonard Tow	President/CEO/COO/CFO	$1,690,000
Chris-Craft Industries		
Evan C. Thompson	Vice President/President, TV	$750,000
Clear Channel Communications		
L. Lowry Mays	President/CEO	$498,375
James Smith	Regional VP/GM, KTOK(AM)-KJYO(FM) Oklahoma City	$147,678
William Hill	VP/GM, WOAI(AM)-KAJA(FM) San Antonio, Tex.	$112,504
Robert Scherer	VP/GM, WHAS(AM)-WAMZ(FM) Louisville, Ky.	$107,914
Comsat		
Robert Wussler	President/CEO, video enterprises	$264,427
Cosmos Broadcasting		
James R. Sefert	President	$300,736
Disney		
Michael Eisner	Chairman/CEO	$9,589,360
Frank Wells	President/Chief Operating Officer	$4,819,680
Gary Wilson	Executive VP/Chief Financial Officer	$2,000,000
Financial News Network		
Michael Wheeler	Executive VP	$212,000
Great American Communications Corp.		
Charles Mechem Jr.	President	$445,855
George Castrucci	Executive VP	$435,286
Heritage Media Corp.		
James M. Hoak	Chairman	$110,653
David N. Walthall	President/CEO	$246,759
Paul W. Fiddick	President, Radio Group	$186,185
James J. Robinette	President, TV Group	$169,180
Home Shopping Network		
Roy Speer	Chairman/CEO	$400,000
Lowell Paxson	Director/President	$280,000
Infinity Broadcasting		
Michael A. Wiener	Chairman	$411,500
Mel Karmazin	President/CEO	$411,500
Jacor		
Terry Jacobs	Chairman/CEO	$389,378
Jefferson-Pilot Communications Co.		
James Babb Jr.	President	$290,130
King World		
Roger King	Chairman	$1,665,000
Michael King	President/CEO	$1,665,000
Stephen Palley	Executive VP/Chief Operating Officer	$643,000

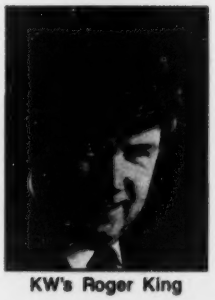
Company	1989 Title	Cash Compensation
Paul Hughes	Senior VP/President, Broadcast Division	$350,000
Steven Hirsch	President, Camelot Sales Entertainment	$325,000
MCA		
Lew Wasserman	Chairman/Director/CEO	$900,000
Sidney Jay Sheinberg	President/Chief Operating Officer/Director	$900,000
Multimedia		
Walter Bartlett	President/CEO	$541,597
Peter A. Lund	Senior VP/President, Entertainment	$427,810
Donald D. Sbarra	Senior VP/President, Cablevision	$400,627
James T. Lynagh	Senior VP/President, Broadcasting	$372,566
Omnicom Group Inc.		
Keith Reinhard	Chairman/CEO, DDB Needham Worldwide	$865,459
Allen Rosenshine	Chairman/CEO, BBDO Worldwide	$957,500
Orion Pictures Corp.		
Arthur Krim	Chairman	$717,000
Eric Pleskow	President/CEO	$717,000
Outlet Communications		
David Henderson	Chairman/President/CEO	$845,679
Paramount Communications Inc.		
Martin S. Davis	Chairman/CEO	$4,950,000
Price Communications		
Robert Price	President/CEO	$382,524
Bill Bengtson	Senior VP, Television	$130,562
James H. Meitzer	Senior VP, Radio	$128,866
Pulitzer Publishing		
Ken J. Elkins	Senior VP, Broadcasting	$446,037
Sage Broadcasting Corp.		
Leonard Fassler	Chairman	$150,000
Gerald Poch	President	$143,750
Scientific-Atlanta		
Sidney Topol	Chairman	$681,935
Scripps Howard Broadcasting		
Richard Janssen	President	$360,000
James P. Fox	VP, WBSB(FM) Baltimore	$240,000
Frank Gardner	VP, WCPO-TV Cincinnati	$217,000
Thomas Griesdorn	VP, WXYZ-TV Detroit	$210,000
William J. Brooks	VP, WPTV(TV) West Palm Beach, Fla.	$180,000
James H. Knight	VP, WEWS(TV) Cleveland	$180,000
TVX Broadcast Group		
Aubrey Loving Jr.	Chairman	$504,950
John A. Trinder	President/CEO	$506,366
F. Gray Kiger Jr.	VP/Treasurer/Chief Financial Officer	$405,999
Tele-Communications Inc.		
Bob Magness	Chairman	$400,000
John Malone	President	$400,000
J.C. Sparkman	Executive VP	$275,000
John Sie	Senior VP	$173,798
Telemundo		
Donald G. Raider	Executive VP/Chief Operating Officer	$423,775
Carlos R. Barba	Senior VP, Programing and Promotion	$376,374
Peter Housman II	Senior VP/Treasurer/Chief Financial Officer	$280,987
W. Gary McBride	Senior VP, Marketing and Sales	$257,421
Times Mirror		
Donald F. Wright	Senior VP	$390,936
Time Warner		
Steven Ross	Co-Chairman/CEO	$34,200,000
J. Richard Munro	Co-Chairman/CEO	$2,450,001
N.J. Nicholas Jr.	President/Chief Operating Officer	$1,973,559
Tribune		
Jim C. Dowdle	President/CEO, Broadcasting	$550,035
Turner Broadcasting Systems		
R.E. Turner	Chairman/President	$729,952
Gerald F. Hogan	VP, Entertainment Networks	$499,518
Terence F. McGuirk	President, Sports and Cable Network Sales	$392,221
Viacom		
Frank Biondi Jr.	President/CEO	$1,387,923
John Goddard	Senior VP/President/CEO, Cable TV Division	$1,056,598
Henry Schleiff	Senior VP/Chairman/CEO, Broadcasting and Entertainment	$950,000
Washington Post		
Joel Chaseman	Chairman, Broadcasting	$397,301
Westinghouse		
Burt Staniar	Chairman, Broadcasting	$713,326
Westwood One		
Norman Pattiz	Chairman, CEO	$530,000

At Media General, Gerald W. Estes, a senior vice president, exercised options that had a net value of $1.8 million.

At Disney, president and chief operating officer Frank Wells exercised options during fiscal 1989 worth $46,126,000; Gary Wilson, executive vice president and chief financial officer, exercised options worth $47,488,410; Richard Nunnis, president of Walt Disney Attractions, Disneyland and Walt Disney World Co., exercised options worth $8,213,914, and Joe Shapiro, senior vice president and general counsel, exercised options worth $1,591,472.

King World's executive vice president and chief operating officer, Steven Palley, exercised options that had a net value of $502,932.

CBS's Tisch



KW's Roger King

Options exercised may have been granted to the executive as compensation over several years.

Bonuses can also be a significant source of compensation. For example, Disney head Michael Eisner has a base salary of $750,000. However, he made $8,839,360 in bonuses for, according to the proxy, "services rendered to the company during fiscal 1989." In Eisner's case, his contract provides an annual bonus equal to 2% of the amount by which the company's net income for the fiscal year exceeds the amount representing a return on stockholders' equity of 9% for the 1989 and 1990 fiscal years and 11% after 1990.

Time Warner's Steven Ross received $29.4 million from "long-term bonus compensation trust accounts."

Cash compensation is not necessarily a measure of worth. Some executives own substantial pieces of a company and do not have high salaries. Jim Hoak, chairman of Heritage Media Corp., makes $110,653 but also owns 80% of Heritage Class B common stock and 1.1% of Class A common stock. Media investor Warren Buffett also earns only $100,000. **–JF, GF**